



September 2012

Dr. Helen N. Parker
Regional Administrator
Employment and Training Administration
Atlanta Federal Center
Room 6M12, 61 Forsyth Street, S.W.
Atlanta, Georgia 30303

Dear Dr. Parker:

On behalf of Workforce Florida, Inc., and the Florida Department of Economic Opportunity, enclosed is the Annual Performance Report for the Workforce Information Grant for Program Year 2012.

If you have any questions or need further information, please contact Rebecca Rust at 850-245-7257.

Sincerely,

Dwayne Ingram, Chairman
Workforce Florida, Inc.

Hunting F. Deutsch, Executive Director
Florida Department of Economic
Opportunity

Enclosure

Florida
Annual Performance Report
Workforce Information Grant
PY 2011

A. Accomplishments by Deliverable

1. **Populate the Workforce Information Database (WIDb) with state and local data**

Outcomes Compared to Planned Outcomes

Florida populated the WIDb using version 2.4 with the latest labor force, industry, occupation, wage, performance, and administrative information in PY 2011. The database continues to provide information for several internet-based delivery systems, including the Florida Research and Economic Information Database Application (FREIDA), the What People Are Asking (WPAA) system, and the Labor Market Statistics Center (LMS) website. The WIDb was used for data extractions for special requests from state and regional workforce boards and local economic development councils.

Extent to Which the Activity Conformed to Planned Milestones

The activity conformed to planned milestones as specified in the PY 2011 Workforce Information Grant (WIG).

2. **Produce and Disseminate Industry and Occupational Employment Projections**

Outcomes Compared to Planned Outcomes

Long-term projections were completed for Florida, 24 workforce regions, and all large counties with employment above 100,000 for the year 2019. These projections are done on an annual basis in Florida even though they are only required every other year. Short-term projections at the statewide level were also completed as required by June 30, 2012, for the year 2013.

Employment projections were a critical input into the Florida Workforce Estimating Conference, which met three times in PY 2011 to recommend the statewide demand occupations for training. These demand occupations drive the regional Targeted Occupations Lists (TOLs) within Florida's workforce system.

Extent to Which the Activity Conformed to Planned Milestones

The activity conformed to planned milestones as specified in the PY 2011 WIG.

3. **Conduct and publish relevant economic analysis, special workforce information, and/or economic studies determined to be of benefit to the governor and state and local Workforce Regional Boards**

Outcomes Compared to Planned Outcomes

LMS produced industry profiles for targeted sectors as requested by Workforce Florida, Inc. (WFI), Florida's state workforce board. These industry profiles support the development of Banner Centers which were created to provide a statewide partnership between business, economic, and workforce development, in order to attract and train for high-value industries.

Training for high-value industries is concentrated in Banner Centers in partnership with community colleges. Industry profiles were completed for:

- Aviation and Aerospace
- Life Sciences
- Finance and Professional Services
- Information Technology
- Logistics and Distribution
- Manufacturing

The studies cover industry and occupational employment and wages in order to provide an overview of the industry as it relates to size, wages, and training requirements.

LMS also produced a lengthy economic outlook for Workforce Services' WIA State Plan and fulfilled a state requirement by preparing the economic analysis for the Long Range Program Plan (LRPP).

Extent to Which the Activity Conformed to Planned Milestones

The activity requirements were met and were targeted to support the state's major policy initiatives in workforce and economic development.

4. Post products, information, and reports on the internet

Outcomes Compared to Planned Outcomes

This deliverable continues to play a critical role as LMS data users prefer online usage. LMS deploys: FREIDA, WPAA, in addition to the LMS website, Florida Wages (the Estimates Delivery System), Targeted Occupations List (TOLs), and the Quarterly Workforce Indicators as major delivery vehicles for on-line uses. Total website hits and requests were 13,126,819 in PY 2011. Website hits and requests now comprise the majority of data and publications provided to customers and partners.

Customers used the LMS website more frequently than the other applications. The LMS website had about 9.8 million hits in PY 2011.

- Received the following hits by product:
 - o Over 2.5 million for WPAA
 - o More than 2.7 million hits for labormarketinfo.com and 2.1 million for floridawages.com
 - o More than 2.2 million hits for FREIDA
- Website hits of products include:
 - o 44,558 publications from the website
 - o 32,499 maps and charts
 - o 3,141 Green Jobs brochures
- LMS provides several types continually updated maps on-line:
 - o 92 commuting maps per year
 - o 132 industry level change maps
 - o 132 industry percent change maps
 - o 36 unemployment rate maps

Website requests totaled 3.3 million in PY 2011. The LMS website continued to maintain a link to the U.S. Department of Commerce, Bureau of the Census, for Local Employment Dynamics (LED) statistics for Florida by county, metro area, or workforce region. The indicators are available by quarter, gender, and age group.

Extent to Which the Activity Conformed to Planned Milestones

The activity conformed to planned milestones as specified in the PY 2011 Grant.

5. Partner and Consult on a Continuing Basis with WRBs and other key workforce and economic development partners and stakeholders

Customer demand for LMS products and services from the workforce, economic development, and education system remains high. A major activity is the Workforce Estimating Conference (WEC) and the regional TOLs. In addition, LMS completed numerous other products and services in consultation with WFI; Florida's 24 regional workforce boards, Enterprise Florida, Inc. (EFI), and local economic development councils. These products and services are described below.

Regional Targeted Occupations List (TOLs)

LMS continued to maintain the TOLs website for the regional workforce boards to update their preliminary TOLs and for WFI to review these submissions. LMS provides this system to accommodate the appeals process for regional workforce boards to request additions to or deletions from TOLs. Education program linkage files were also posted on the TOLs website so regional workforce boards and their workforce training partners could ensure appropriate program linkages were established for each targeted occupation. Almost 13,700 web requests for TOLs were received in PY 2011.

In addition, LMS assisted WFI with the compilation, review, and labor market analysis of the regional workforce boards' requests for additions to the TOLs.

LMS, under the state workforce board's direction, finalized the 2012-2013 regional TOLs that included occupations based on local input from the regions and occupations suitable for statewide training due to high demand.

Presentations and Training

LMS continued to provide technical training and presentations for workforce and economic development. A total of 2,545 people attended 37 LMS presentations and 5 customized training sessions.

State and Local Area Press Releases

Monthly state press releases are very comprehensive and include:

- Narrative release with tables
- Frequently Asked Questions
- Briefing Paper for DEO Executive Director
- Positive Indicators
- Charts on job creation for the state and nation
- Charts on unemployment rates for the state and nation
- Maps
- Recession Graphs
- Travel Report for the Executive Director (PowerPoint)

As a special service, LMS produces customized monthly press releases for all 24 of Florida's regional workforce boards. These reports include data tables and narratives.

A monthly conference call is conducted with regional workforce board directors and their communications staff covering the major issues related to the data releases, including information on local areas.

Posters and Print Media Publications

Demand remains high for innovative print media publications and posters, despite the change to electronic delivery. A total of 140,311 publications were distributed by mail and there were 675,043 visits or downloads from the Publications website in PY 2011-2012.

Wage Conversion Posters (10,000 small; 1,000 large) are produced and distributed annually, with Florida's new minimum wage posted prominently. A total of 51,000 Occupational Highlights brochures, with occupational forecasts statewide and for all 24 regional workforce boards, were produced.

After a new printing of 9,500 sets of Career Posters, distribution continues for this item that remains popular with One-Stop Career Centers and Florida schools. To aid middle-school career counseling, LMS updated and reprinted 5,000 sets of Career Comics and continued the wide distribution of these popular sets.

A total of 50,000 Job Vacancy Survey brochures for all 24 regional workforce boards and statewide were produced.

In addition, the Resource Guide (a tri-fold brochure to inform the regional workforce boards and the public about the resources and publications available from LMS) remains a popular item especially for distribution at conferences and seminars.

A flyer on "A Sample of Jobs in a Green Economy" originally produced to aid educational efforts by WFI remains available on the agency website. Two additional flyers, Jobs Online and Education and Training Pay, are available on the website and receive many requests from schools and One-Stop Career Centers. All print media publications are produced at the request of the regional workforce boards.

Revised Data Wheels were distributed to all 24 regional workforce boards and to more than 80 One-Stop Centers. The purpose of the Data Wheel is to provide an easy way to compare Florida's industries and workforce regions.

Strategic Partnerships

LMS continued to work with the Florida Department of Education and the state workforce board on data implementation for the Florida Career and Professional Education Act and on occupational training codes for the 2012-13 regional targeted occupations lists. This year, the partners worked to identify certifications that will advance students on the path to Science, Technology, Engineering, and Math (STEM) occupations.

6. Conduct Special Studies and Economic Analyses

Outcomes Compared to Planned Outcomes

Program accomplishments greatly exceeded the plan due to the large demand for reports/products/data services from WFI, regional workforce boards, local economic development councils, and other customer groups. The following is a list of the major projects that were completed under this deliverable. Special studies continue to be one of the most important activities under the WIG. LMS received 191 special requests for occupational and wage data, and 156 census-related requests for demographic data.

Labor Supply Studies

Labor supply studies for business recruitment are one of the more innovative products produced for EFI, the state's economic development entity, regional workforce boards, and for local economic development councils. The studies are structured using occupational staffing patterns or occupations requested by the prospective employer including related occupations. Related occupations are now identified using the Transferable Occupation Relationship Quotient (TORQ) system instead of O*Net.

The purpose of these studies is to provide an aggregate measure of available labor supply by area and industry. Available labor supply consists of all those currently working in the occupations demanded by the prospective employer, all those enrolled or having completed training for occupations needed by the prospective employer, and all registered jobseekers looking for employment in occupations demanded by the prospective employer. Wage ranges are provided for each occupation. A total of 24 labor supply studies were completed in PY 2011. These are high-demand, customized studies that require a fast turn-around cycle.

Regional/Special Group Reports

During PY 2011, LMS prepared monthly Help Wanted OnLine (HWOL) data sets for 24 regional workforce boards. Other studies included seven special studies of the impact of facilities closures or expansions. Additionally, there was a special impact analysis of layoff scenarios and indirect job losses due to a prison closure.

Industry/Occupational Projections

LMS produced long-term employment projections for statewide, all 24 regional workforce boards, and for all large counties with employment of 100,000 or more to the year 2019. Short-term projections to the year 2013 at the statewide level also were produced.

At the request of the Florida WEC, LMS developed statewide demand lists for occupations requiring a Bachelor's degree and a Master's degree. This is to help the WEC identify high demand/high skill/high wage occupations at the university level and to meet the needs of business (economic development).

LMS provided occupational employment information by industry and wage data by area for inclusion into the annual update of CHOICES, which is Florida's career information delivery system.

Maps

Mapping is a major service to support workforce and economic development. Over 40 special request map projects were completed. LMS prepared commuting maps for all 24 regional workforce boards in Florida. In addition, LMS prepared One-Stop Center/jobseeker density maps for selected regional workforce boards.

Extent to Which the Activity Conformed to Planned Milestones

The level of activity exceeded planned milestones as specified in the PY 2009 WIG.

B. Customer Consultations

The most recent LMS customer satisfaction survey rated six questions about how staff handled information requests. The overall satisfaction rating on a scale of 1 to 5 was 4.76 for all six questions, the same level as for PY 2009. Excluding the overall rating, the range of scores was between 4.7 and 4.9.

Based on these customer satisfaction findings, LMS will continue with efforts to make online products more understandable to the Florida data user.

In addition, LMS continues to receive the highest rating of any office within the Department of Economic Opportunity from the WFI Partners (regional workforce board directors and staff). LMS received an aggregate rating of 4.7 on responsiveness; 4.7 on timeliness; 4.8 on knowledge; 4.3 on understandability; and, 4.6 on overall satisfaction from the last survey.

C. Recommendations for Improvements or Changes to the Deliverables

Florida adapts delivery of products under the six major deliverables based on the needs of the state and 24 regional workforce boards. Some individual products are adjusted based on customer feedback and short-term needs of the state and local boards. The results of the customer satisfaction survey

indicate that Florida has achieved high marks in meeting the needs of its labor market information customers.

ETA should compile the accomplishments of all states funded by this grant, and promote, publish, and share these products and services. ETA should continue to promote and share best practices and products/services developed by states under this suite of core products. ETA should include and fund additional products such as the Estimates Delivery System (EDS), Job Vacancy/Hiring Needs Surveys, and Benefits Surveys to help fill data gaps.

D. Expenditures

Unexpected grant opportunities were provided to LMS over the last year, such as the Data Quality Initiative (DQI). However, it is anticipated that the Department will expend 100 percent of PY 11 funds by June 30, 2012.